

Los Angeles Department of Water and Power Green Power for a Green LA Program



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Green Power Program

1-800-Green LA

Green Power for a Green LA

Program Overview

- Flagship DWP Environmental Offering
 - Facilitates the Development of New Renewable Energy
 - Encourages Energy Efficiency
- *Existing Green Power will be provided to low income customers
- Aligns with other Public Benefits Programs (AB 1890)
 - Photovoltaic Installations
 - Electric transportation - 100% No Emission Vehicles
 - Cool Schools Tree Planting Program
 - Electric Leaf-blowers
 - Energy Efficiency Programs

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Program Description

- Green Rate Choice for Customers
 - Customers Can Choose to Have a Portion of Their Electricity Provided by New Renewable Energy Resources:
 - 20% for Residential (Small Business)
 - 500 to 1,000 kWh/month for Larger Customers
 - Custom Contracts for Others
- Provide Energy Efficiency Products and Services for Participants

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Energy Efficiency Component

- Products and Services Provided to Participating Customers
 - Compact Fluorescent Lights and Fixtures
 - Retail Alliances for Discounts on Energy Efficient Appliances
 - Audit and Energy Use Reduction Services
 - Co Promotion Opportunities TBD

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Pricing

- Extra 3 Cents Per kWh for New Resource
 - 6% Rate Increase for a Residential and Small Business Customers (\$3 Increase on a \$50 Bill)
 - \$15 to \$30/month minimum for Large Business Customers

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Marketing Efforts

- Break Out of Monopoly Concept
- Grass Roots Campaign
- Green Power Partners
- Community Events
- Bill Inserts
- Small Targeted Media Campaign

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Program Goals

- 2,000,000 kWh Per Month or 20,000 Customers (achieved!!)
- 100,000 Customers in Three Years
- 100 MW of Installed New Capacity in Three Years
- Cost Competitive Green Power by 2005

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Impact on Resources

- 75,000 Customer Baseline
- Issued RFP for New Green Resources
- Internal Solar Program
- Long Term Contracts
- Annual Green House Gas Reductions of 34 Million Pounds

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Frequently Asked Questions

- Does the Green Power come to my house?
- Will Green Power act any differently in my house?
- What are the new sources and where are they?
- What are the benefits of Green Power?

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